

**Job Title:** Business Development Representative

**Location:** UK, remote based first with flexibility to travel regularly to London (& Glasgow) as required.

**Company:** arbnco

## About Us

arbnco delivers market leading SaaS solutions that help customers improve the energy performance and carbon impact of their commercial building portfolios. Our mission is to develop technology that helps customers manage the relationship between building sustainability and its impact on people, creating the best balance between energy performance, carbon reduction and return on investment.

Formed in 2012, the company has a global workforce with its main offices located in Glasgow, United Kingdom and Michigan, USA. Our solutions are used by some of the largest global Commercial Real Estate and Utility companies.

## Job Description

We are looking for a proactive and driven Business Development Representative to join our team. The ideal candidate will have prior experience within the Commercial Real Estate Industry & is passionate about helping prospective customers achieve their business & sustainability goals. The role requires someone who can generate sales pipeline that drives SaaS (Software-as-a-Service) revenue through targeted outbound campaigns and sales plays for the growing arbnco sales organisation. Sales pipeline is primarily generated through targeted outreach via multi-channel touchpoints including phone, email, social outreach & remote video conferencing. The BDR will work with our team of industry sales specialists identifying prospects, generating leads, and qualifying pipeline.

## Key Responsibilities

### 1. Generate Sales Opportunities & Pipeline

- The primary focus of will be on generating sales leads that turn into opportunities that convert into qualified pipeline which results in closed SaaS revenue.
- Work with the sales & marketing team to identify ideal customer profile target accounts and related contacts (by persona) to generate leads and qualify pipeline.
- Be the face of arbnco to many prospective clients who are starting sales cycles for mission critical solutions to accomplish their business & sustainability goals.

- Generate, qualify prospect, and produce high quality opportunities for the arbnco Sales Team

## 2. Drive adoption & attendance to marketing campaigns:

- The BDR will be responsible for targeting and engaging prospective clients via phone, email, social media and video conferencing to drive attendance to various marketing events (e.g. webinars, roundtables & in person industry conferences)

## 3. Product knowledge and value proposition

- Complete product, internal sales process & customer use case training with objective of becoming a value add and trusted advisor internally and with prospective clients.
- Takes time to fully understand arbnco's solutions and value proposition to effectively present to prospective clients and gain adoption.
- Demonstrate curiosity to willingness to continuously learn about the product, customers' needs and industry.
- Actively listen & collaborate with colleagues and prospective clients with a focus on solving problems.
- Acts as an advocate for prospective clients within the company by providing timely and constructive feedback to our sales, marketing & product development teams.

## 4. Team collaboration:

- Collaborate with team members to help prospective clients move through the sales funnel.
- Actively look for opportunities to improve skillset, advance sales opportunities and enhance arbnco's go to market interactions with prospective clients.
- Monitor prospecting progress and other key performance metrics to ensure target account penetration and engagement.
- Proactively identify and resolve issues, providing solutions to enhance the customer experience.
- 5. Customer Advocacy:
  - Takes time to fully understand clients' business objectives and work closely with them in a consultative way to ensure arbnco solutions meets and exceeds their needs.
  - Acts as an advocate for customers within the company, providing timely and constructive feedback to our product development team.

## 6. Reporting and Feedback:

- Track performance to goals including target account & key contact engagement status, new opportunities generated, opportunities converted to pipeline, number of attendees driven to marketing campaign events, etc.

- Create and update weekly and monthly pipeline and performance reports.
- Utilise internal systems including CRM, etc.

#### 7. Collaboration:

- Work closely with sales, marketing, product development, and support teams to ensure a cohesive customer experience throughout the pre-sales process.
- Participate in team meetings and contribute to the continuous improvement of customer success processes.

### Qualifications, Experience & Competencies

- Bachelor's degree in business, engineering, environmental, or related field desirable.
- Demonstrable experience in business development, sales or related roles, preferably in energy and/or commercial real estate sector.
- Strong understanding of energy management principles, renewable technology and their impacts on the built environment.
- Exceptional communication, presentation, and interpersonal skills.
- Demonstrable experience of developing and maintaining strong customer relationships.
- Analytical mindset with the ability to interpret data and develop actionable insights.
- Extremely self-motivated, detail-oriented, and able to manage multiple priorities effectively.

### Benefits

- Basic Salary £45,000 - £55,000 (DOE) - OTE £70,000
- Performance-based bonuses incl. opportunity to earn performance related equity in business.
- Company Pension Scheme
- Generous annual leave allocation and statutory bank holidays
- Professional development opportunities.
- A collaborative, flexible and people orientated work environment.
- Regular team "All Hands" meetings and social events.
- Opportunity to develop and grow your career within a fast paced, exciting software company